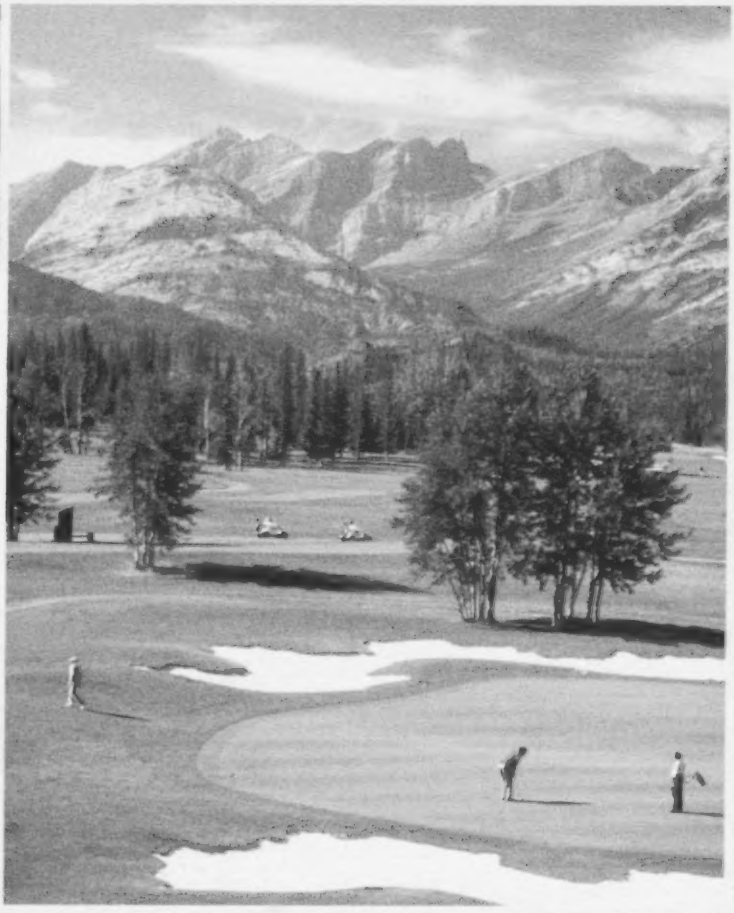

INDUSTRY PROFILES

Information, Culture and Recreation Industry

June 2012

Alberta

Overview:

The Information, Culture and Recreation industry[1] in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers;
- motion picture and sound recording companies;
- broadcasting and telecommunications companies;
- Internet service providers, web search portals and data processing services;
- libraries, archives and heritage institutions (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

Section A: Business Environment
1. 2011 Employment and Unemployment Numbers and Rates
2. Industry's Growth
3. Facts, Trends and Outlook
4. Size of Businesses in Alberta and the Industry
Section B: Human Resources Profile
1. Occupational Information
2. Demographics: Gender and Age
3. Wages
Section C: Additional Information
Link to Government and Selected Associations in Industry

[1] North American Industry Classification System (NAICS) major groups 51 and 71

Section A: Business Environment

1. 2011 Employment and Unemployment Numbers and Rates:

	Alberta	Information, Culture and Recreation Industry
Number of employed	2,094,100	78,900
Percent employed in the industry		3.8%
Number of unemployed	121,000	4,800
Unemployment rate	5.5%	5.7%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2012

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth:

- This industry accounted for 3.8% of total employment in Alberta in 2011.
- Employment in the Information, Culture and Recreation industry is expected to grow at an average rate of 2.1% from 2011 to 2015.
- This industry is expected to account for 3.8% of total employment in Alberta in 2015.

For more information, see the *Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2011 – 2015, Industry Employment Outlook*[4] online and the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] See http://www.employment.alberta.ca/BI/67.html
[3] See http://www.statcan.gc.ca
[4] See http://www.employment.alberta.ca/documents/cops-outlook-2011-2015.pdf
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook:

According to Statistics Canada's National Economic Accounts, the Information, Culture and Recreation industry accounted for 2.8% of Alberta's Gross Domestic Product in 2011, up from 2.5% in 2001. The industry's share of Alberta's total employment decreased from 4.1% in 2001 to 3.8% in 2011.

Employment in 2011 was 2.5% higher than its level in 2010. Over the last ten years, employment in the industry has increased from 66,900 people in 2001 to 78,900 people in 2011. There were 67,500 employees in the industry in 2011 of whom 79.3% were permanent and 20.7% were temporary. Self-employed people accounted for 14.3% of total employment in the industry in 2011.

Characteristic	Alberta	Information, Culture and Recreation
Median Retirement Age (years)	64.7	66.1
Average Number of Hours Worked per Week	37.6	32.7
Multiple Jobholders (% of total employment)	6.0%	8.7%
Average Job Tenure (months)	87.9	85.1
Employees Under Union Coverage (%)	23.2%	24.4%
Employees Working Overtime per Week (%)	25.8%	19.1%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2012, and custom tabulation (median retirement age)

According to *Alberta Occupational Demand Outlook 2011-2015*, employment growth in the following occupations is expected to exceed 2.7%, the average for all occupations: Librarians, archivists, conservators and curators; Professionals in writing, translating and public relations; Technical occupations in libraries, archives, museums and art galleries; Creative and performing artists; and Athletes, coaches and referees. Employment growth in the other occupations within this industry is expected to be below this average.

4. Size of Businesses in Alberta and the Industry:

Establishment Size	Businesses in Alberta		Businesses in Information, Culture and Recreation	
	Number of Employees	%	Number of Employees	%*
Less than 20 employees	637,400	36.6%	20,800	30.8%
20 to 99 employees	594,400	34.1%	22,200	32.9%
100 to 500 employees	326,300	18.7%	16,000	23.7%
Over 500 employees	184,200	10.6%	8,600	12.7%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2012

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian;
- cinematographer;
- reporter;
- curator; and
- professional athlete.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Gender and Age:

According to the Labour Force Survey, the gender breakdown in the Information, Culture and Recreation industry in 2011 was as follows:

- women employed: 39,400 people, or 49.9%
- men employed: 39,500 people, or 50.1%

In Alberta, women accounted for 44.9% and men made up 55.1% of total employment.

Age Characteristics	Employment in Alberta		Employment in Information, Culture and Recreation	
	Number	%	Number	%
15-24 years	318,900	15.2%	18,900	24.0%
25-54 years	1,423,000	68.0%	49,500	62.7%
55 years and over	352,300	16.8%	10,500	13.3%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2012

[6] See http://www.alis.alberta.ca/occinfo

3. Wages:

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2012
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting Average	Overall Average	Top Average	
Journalist	$ 22.07	$ 25.27	$ 28.23	$ 52,204
Librarian	$ 23.31	$ 26.63	$ 31.20	$ 49,176
Kinesiologist	$ 16.57	$ 19.01	$ 22.19	$ 30,622
Recreation and sport administrator	$ 19.53	$ 25.31	$ 27.79	$ 53,120

Data Source: 2011 Alberta Wage and Salary Survey

For more information on the 2011 Alberta Wage and Salary Survey, refer to the WAGEinfo[7] webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS[8] website.

[7] See http://www.alis.alberta.ca/wageinfo
[8] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Government and Selected Associations in Industry:

- Alberta Media Production Industries Association (http://www.ampia.org)
- Canadian Media Production Association (http://www.cftpa.ca)
- Canadian Newspaper Association (http://www.cna-acj.ca)
- Library Association of Alberta (http://www.laa.ca)
- Alberta Gaming and Liquor Commission (http://www.aglc.ca)
- Alberta Enterprise and Advanced Education (http://www.eae.alberta.ca)
- Canadian Association of Internet Providers (http://www.caip.ca)